ORDER

Orders Order / Rev: 683502 Alt Order #: 06142974 **Product Desc:** KAINE FOR SENATE **WUSA** Estimate: 11103 Flight Dates: 10/22/12 - 10/28/12 Primary AE: Aaron Ashe Original Date / Rev: 05/14/12 / 05/14/12 Sales Office: T-WAS **Political** Sales Region: NAT Order Type: Agency Name: Media Strategies & Research/ POL **Buying Contact:** Billing Type: Cash **Billing Contact:** Billing Calendar: **Broadcast** 11350 Randon Hills Road, Suite 670 Billing Cycle: EOM/EOC Fairfax, VA 22030 **Agency Commission:** 15% **Advertiser** Name: Kaine,T/D/Sen/VA A35+ Demographic: New Business Thru: **Product Codes: PL-US Senate** Order Separation: 00:15:00 Priority: P-5 Advertiser External ID: **Revenue Codes:** AGY, GEN, POL Agency External ID:

BIII Plan

Start Date	End Date	# Spots Gross Am	nount Net Amount
10/01/12	10/28/12	83 \$129,	,750.00 \$110,287.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	83	\$129,750.00	\$110,287.50	0.00
Totals	83	\$129,750.00	\$110,287.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	23%	\$129,750.00
Market	100%	\$564,130.43

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	1%	\$5,641.30
WDCA	1%	\$5,641.30
WJLA	19%	\$107,184.78
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$197,445.65
WTTG	21%	\$118,467.39
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	l Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	WUSA	10/22/12	10/26/12	5-6a 9 News @ 5a 9News @ 5a	3 CM	5-6a	MTWTF~~	:30	5	\$450.00P-2	0.00 NM	5	\$2,250.00
v	<u>Star</u> Ve c k: 10/2		End Date 10/28/12	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$450.00	Rating 0.00						
E 2	WUSA	10/22/12	10/26/12	6-7a 9 News @ 6a 9News @ 6a	e CM	6-7a	MTWTF	:30	5	\$500.00P-2	0.00 NM	5	\$2,500.00
			End Date		Spots/Week	Rate	Rating						
	Veek: 10/2	2/12	10/28/12	MTWTF	5	\$500.00	0.00						

Print Date: 05/14/12 14:00:34 Page 2 of 4

WUSA

Order / Rev:

683502

Advertiser:

Kaine, T/D/Sen/VA

Alt Order #:

06142974

Product Desc: K/

KAINE FOR SENATE

Flight Dates:

10/22/12 - 10/28/12

Estimate:

11103

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 3 WUSA 10/22/12 10/26/12 CBS This Morning :30 \$300.00P-2 0.00 NM \$1,500.00 CM 7-9a MTWTE--**CBS This Morning End Date** Start Date Weekdays Spots/Week Rate Rating MTWTF--Week: 10/22/12 10/28/12 \$300.00 0.00 \$150.00P-3 E 4 WUSA 10/27/12 10/27/12 8-10a Sa CBS This Mori@M 8-10AM :30 0.00 NM ----5-1 \$150.00 **CBS This Morning: Saturday** Start Date **End Date** Weekdays Spots/Week Rate Ratino 10/28/12 \$150.00 Week: 10/22/12 ----S-0.00 E 5 WUSA 10/26/12 10/26/12 10-11a ---F--:30 \$200.00P-3 0.00 NM CM 10-11a 1 \$200.00 Let's Make a Deal **Start Date End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----F--\$200.00 0.00 СМ :30 \$375.00P-3 0.00 NM E 6 WUSA 10/23/12 10/25/12 Price Is Right 11a-12p -T-T---2 2 \$750.00 The Price is Right Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/22/12 10/28/12 -T-T---\$375.00 0.00 :30 E 7 WUSA 10/24/12 10/26/12 9 News @ Noon CM 12-1230P --W-F--2 \$300.00P-3 0.00 NM 2 \$600.00 9 News @ Noon **Start Date End Date** Weekdays Spots/Week Rating Rate --W-F--0.00 10/28/12 \$300.00 Week: 10/22/12 \$400.00P-3 E 8 WUSA 10/22/12 10/23/12 DT CM 1230-3p MT----:30 2 0.00 NM 2 \$800.00 (12:30 PM-3:00 PM) Soaps Start Date Weekdays Spots/Week Rating **End Date** Rate MT----10/28/12 \$400.00 Week: 10/22/12 0.00 E 9 WUSA 10/28/12 10/28/12 **CBS Sunday Morning** CM 9-1030a ----S :30 1 \$1,000.00P-3 0.00 NM \$1,000.00 **CBS Sunday Morning** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----S \$1,000.00 0.00 E 10 WUSA 10/23/12 10/25/12 :30 2 \$225.00P-3 0.00 NM 2 \$450.00 3-4p CM 3-4p -T-T---The Doctors **Start Date End Date** Weekdays Spcts/Week Rate Rating -T-T---Week: 10/22/12 10/28/12 \$225.00 0.00 :30 \$325.00P-3 0.00 NM E 11 WUSA 10/22/12 10/26/12 4-5p CM 4-5p M-W-F--3 3 \$975.00 Dr. Phil **Start Date End Date** Weekdays Spots/Week Rate Rating 10/28/12 M-W-F--Week: 10/22/12 3 \$325.00 0.00 E 12 WUSA 10/22/12 10/26/12 9 News @ 5p 5-6p :30 10 \$700.00P-2 0.00 NM CM MTWTF--10 \$7,000.00 9 News @ 5p **Start Date End Date** Weekdays Spots/Week Rate Rating MTWTF--\$700.00 0.00 Week: 10/22/12 10/28/12 10 9 News @ 6p E 13 WUSA 10/22/12 10/26/12 CM 6-630p MTWTF--:30 \$900.00P-2 0.00 NM 5 \$4,500.00 9 News @ 6p **Start Date End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 10/22/12 10/28/12 5 \$900.00 0.00 E 14 WUSA 10/22/12 10/26/12 **CBS Evening News** CM 630-7p MTWTF--:30 5 \$3.500.00P-2 0.00 NM 5 \$17,500.00 **CBS Evening News** Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 10/22/12 10/28/12 \$3,500.00 0.00 5 E 15 WUSA 10/22/12 10/26/12 9 News Tonight 7p CM 7-730p MTWTF--:30 5 \$800.00P-2 0.00 NM 5 \$4,000.00 9 News Tonight 7p Weekdays **Start Date End Date** Spots/Week Rate Rating MTWTF--10/28/12 Week: 10/22/12 \$800.00 0.00 5 Sat 6-630p E 16 WUSA 10/27/12 10/27/12 9 News @ 6p Sat CM ----s-:30 \$350.00P-2 0.00 NM \$350.00 9 News @ 6p Sat **Start Date End Date** Weekdays Spots/Week Rating Rate ----s-\$350.00 Week: 10/22/12 10/28/12 0.00 :30 \$600.00P-3 0.00 NM E 17 WUSA 10/27/12 10/27/12 CBS Evening News SaturM Sat 630-7p ----s-1 \$600.00 **CBS Evening News Saturday End Date** Weekdays Spots/Week Rating Start Date Rate

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WUSA

Order / Rev: 683502

683502

Advertiser:

Kaine,T/D/Sen/VA

Alt Order #:

06142974

Product Desc:

KAINE FOR SENATE

Flight Dates:

10/22/12 - 10/28/12

Estimate:

11103

Ln Ch Start End **Inventory Code Break** Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 17 WUSA 10/27/12 10/27/12 CBS Evening News SaturM ----S-:30 \$600,00P-3 0.00 NM \$600,00 Sat 630-7p **CBS Evening News Saturday** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----S-\$600.00 0.00 :30 \$600,00P-3 0.00 NM E 18 WUSA 10/28/12 10/28/12 CBS Evening News Sun&M 6-630P -----1 1 \$600.00 **CBS Evening News** Rating Start Date **End Date** Weekdays Spots/Week Rate ----5 Week: 10/22/12 10/28/12 \$600.00 0.00 E 19 WUSA 10/28/12 10/28/12 :30 \$400.00P-3 0.00 NM 9 News @ 630p Sun CM 630-7P ----s 1 \$400.00 9 News @ 630PM Sunday Spots/Week Start Date **End Date** Weekdays Rate Rating 10/28/12 ----S Week: 10/22/12 \$400.00 0.00 E 20 WUSA 10/22/12 10/26/12 Entertainment Tonight CM M-WTF--730-8P :30 \$800.00P-3 0.00 NM \$3,200.00 **Entertainment Tonight End Date** Start Date Weekdays Spots/Week Rating Rate Week: 10/22/12 10/28/12 M-WTF--\$800.00 0.00 E 21 WUSA 10/22/12 10/22/12 Mon Prime B CM 9-10P M----:30 1\$12,000.00P-2 0.00 NM \$12,000.00 Two and Half Men/Mike and Mo **End Date Start Date** Weekdays Spots/Week Rate Rating 10/28/12 Week: 10/22/12 1\$12,000.00 0.00 E 22 WUSA 10/23/12 10/23/12 Tue Prime B :30 1\$14,000.00P-2 9-10P -T----0.00 NM \$14,000.00 **NCIS: Los Angeles Start Date End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 1\$14,000.00 0.00 E 23 WUSA 10/24/12 10/24/12 Wed Prime C CM 1 \$7,000,00P-2 10-11P --W----:30 0.00 NM 1 \$7,000.00 CSI: Crime Scene Investigation (10:00 PM-11:00 PM) **Start Date End Date** Spots/Week Weekdays Rate Rating Week: 10/22/12 10/28/12 --W----\$7,000.00 0.00 E 24 WUSA 10/25/12 10/25/12 Thu Prime B 9-10P ---T---:30 1\$10,000.00P-2 CM 0.00 NM \$10,000.00 Person of Interest Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ---T---1\$10,000.00 0.00 E 25 WUSA 10/26/12 10/26/12 Fri Prime C CM 10-11P ----F--:30 1 \$2,800.00P-3 0.00 NM 1 \$2,800.00 **Blue Bloods** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 ----E--10/28/12 \$2,800.00 0.00 E 26 WUSA 10/27/12 10/27/12 Sat Prime B CM 9-10P :30 ----S-1 \$1,200.00P-3 0.00 NM 1 \$1,200.00 Crimetime Saturday Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 10/22/12 10/28/12 ----S-\$1,200.00 0.00 E 27 WUSA 10/28/12 10/28/12 Sun Prime D CM 10-11P :30 1 \$7,000.00P-2 0.00 NM \$7,000.00 **CSI Miami** (10:00 PM-11:00 PM) Spots/Week **Start Date End Date** Weekdays Rating Rate Week: 10/22/12 ----s 10/28/12 \$7,000.00 0.00 E 28 WUSA 10/22/12 10/26/12 9 News @ 11p CM M-Su 11-1135p MTWTF--:30 8 \$2,500,00P-2 0.00 NM \$20,000.00 9 News @ 11p Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/22/12 10/28/12 MTWTF--8 \$2,500.00 0.00 E 29 WUSA 10/27/12 10/27/12 9 News @ 11p CM M-Su 11-1135p :30 ----S-1 \$2,500.00P-2 0.00 NM \$2,500.00 9 News @ 11p **Start Date End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----S-\$2,500.00 0.00 E 30 WUSA 10/28/12 10/28/12 9 News @ 11p СМ M-Su 11-1135p :30 1 \$2,500.00P-2 ----S 0.00 NM \$2,500.00 9 News @ 11p **Start Date End Date** Weekdays Spots/Week Rate Rating ----S Week: 10/22/12 10/28/12 1 \$2,500.00 0.00 E 31 WUSA 10/22/12 10/25/12 Letterman CM 1135P-1237A MT-T---:30 3 \$400.00P-3 0.00 NM 3 \$1,200.00 Late Night with David Letterman Start Date **End Date** Weekdays Spots/Week Rate Rating

Print Date: 05/14/12 14:00:35 Page 4 of 4

 Order / Rev:
 683502
 Advertiser:
 Kaine,T/D/Sen/VA

 Alt Order #:
 06142974
 Product Desc:
 KAINE FOR SENATE
 WUSA

 Flight Dates:
 10/22/12 - 10/28/12
 Estimate:
 11103

Ln Ch Si	tart End	Inventory Code	Break	Start/End 1	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
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		Late Night with [David Letterma	n							
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Week: 10/22/1	2 10/28/1	2 MT-T	3	\$400.00	0.00						
E 32 WUSA 10	/27/12 10/27	12 LF 1135p-1235a	СМ	1135P-1235A	S-	:30	1	\$225.00P-3	0.00 NM	1	\$225.00
		Criminal Minds									
Start Da	ate End Da	te Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/22/1	2 10/28/1	2S-	1	\$225.00	0.00						

Totals 83 \$129,750.00

MAY14/12 13.31 *** WUSA-TV *** MEDIA STRATEGIES & RESEARCH ŭ - RACHAEL BEALE POLI/T KAINE/D/SEN/VA D/P REC# WASHINGTON, NSI FAX# 703 528 7880 SENATE CODE 17/RTG SVC AARON ASHE FROM REP FOR CO-OP KEY 10/BILL 16/BYR 9/AREA KAINE DATE CREDIT RISK !!! HARRIS RPT. F MO-SU EST#*** 64/ACON 4/SLSP# 14/ORDER TYPE 57/CO-OP TYPE 2/ADVERTISER# AGENCY CARD 21/BILL WK 7800 1/AGENCY# 11/RATE 3/PROD# 63/PCON 20/EOS S/REP# REP: TEL# 703 528 BIAS# CREDIT ADVISORY: ORDER WORKSHEET WK-1 END DATE-OCT28/12 318 MASSACHUSETTS AVE, NE 20002 *** ORIGINAL REV#0 *** WASHINGTON, DC START DATE-OCT22/12 REF HEADLINE# 5142974 PARTIAL LINE/S ADDRESS AGENCY LINE/S ORDER DELETE NEW ADD

PLS CFM, THX! 5/14 **NEW ORDER** TTLS:129750 FR: HILARY TO: LANCE REP:

TAX

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KAINE FOR SENATE 2012

**** THIS IS A CASH IN ADVANCE SCHEDULE

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REP: TEL# 703 528 7800
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MAY14/12 13.31 *** WUSA-TV ***

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MAY14/12 13 *** WUSA-TV STS CD S STATION CD SC# #US 12000.00 \$800.00 \$350.00 14000.00 \$600.00 \$600.00 10000.00 \$400.00 \$800.00 \$7,000.00 RATE SPOT \$2,800.00 \$1,200.00 18/ SPT /WK Н Н Н Н Н Н 4 -PLAN PRICE 16/ X 6 0 23 63 No of the second CLS SEC 13/ 14/ PLAN END 30 10/22 10/26 30 10/27 10/27 30 10/27 10/27 30 10/28 10/28 30 10/28 10/28 30 10/22 10/26 30 10/22 10/22 30 10/23 10/23 30 10/24 10/24 30 10/25 10/25 30 10/26 10/26 30 10/27 10/27 BEGIN Date LNTH TIME PTRN 2.5 MEN/MIKE&MOLLY 1000P-1100P 1000F-1100P BEGIN END TIME TIME 900P-1000P 700P-730P 900P-1000P 600P-630P 630P-700P 900P-1000P PERSON INTEREST 600P-630P 630P-700P 900P-1000P 730P-800P 630P NEWS CBS EVE NEWS CBS EVE NEWS SAT 6P NEWS BLUE BLOODS CRIMETIME NEWS NCIS LA SUN 7 10 CSI ET PROGRAM : PROGRAM : PROGRAM : PROGRAM : M, W-F CD DAYS PROGRAM : PROGRAM Ŀ Σ SAT SAT SUN SUN PROGRAM MOM TOE PROGRAM WED PROGRAM PROGRAM THU PROGRAM PROGRAM FRI SAT LN# 15 16 17 18 0 19 2 7 **4** 7 13 23 **5**

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MAY14/12 13.31 *** WUSA-TV ***

REP: TEL# 703 528 /800 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET

35% WDCA 1% WUSA 23% WITG 21% WJLA 19% WRC MARKET TOTALS \$564,130

CABL 0%

WDCW 18

SVC- NSI DEMOS- RA35+*

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